displayed content, and displaying the emotional effect, which is applied to the displayed content, on the displayed content.

[0135] The programming module according to an embodiment of the present disclosure may include one or more of the aforementioned components or may further include additional components, or some of the aforementioned components may be omitted. Operations executed by a module, a programming module, or other component elements according to various embodiments of the present disclosure may be executed sequentially, in parallel, repeatedly, or in a heuristic manner. Furthermore, some operations may be executed in a different order or may be omitted, or other operations may be added.

[0136] Various embodiments disclosed herein are provided to describe technical details of the present disclosure and to help the understanding of the present disclosure, and do not limit the scope of the present disclosure. Accordingly, the scope of the present disclosure should be construed as including all modifications or various other embodiments based on the technical idea of the present disclosure as defined by the appended claims and their equivalents.

What is claimed is:

1. A method for controlling a display by an electronic apparatus, the method comprising:

displaying content;

detecting an input corresponding to the displayed content;

determining an emotional level based on the detected input;

applying an emotional effect corresponding to the determined emotional level to the displayed content; and

displaying the emotional effect on the displayed content.

2. The method of claim **1**, wherein the detected input comprises at least one of recognition of a face of a user who views the displayed content, a touch on the displayed content, and a hovering on the displayed content.

3. The method of claim **1**, further comprising activating a camera that recognizes a face of a user in response to the display of the content.

4. The method of claim **2**, wherein determining the emotional level comprises determining an emotion of the user through a facial expression of the recognized face of the user.

5. The method of claim **2**, wherein determining the emotional level comprises determining an emotion of the user through at least one of a duration of the touch and the number of times of the touch.

6. The method of claim **4**, wherein determining the emotional level further comprises determining that the emotional level becomes higher as a degree of the facial expression of the recognized face of the user becomes higher.

7. The method of claim **5**, wherein determining the emotional level further comprises determining that the emotional level is high, if the duration of the touch is greater than or equal to a threshold, or the number of times of the touch is greater than or equal to a threshold.

8. The method of claim **1**, wherein displaying the emotional effect comprises displaying the emotional effect at a touched point if the detected input corresponds to a touch.

9. The method of claim **1**, further comprising storing the content to which the emotional effect is applied.

10. The method of claim **9**, wherein storing the content comprises storing at least one of an identifier of the displayed content, the emotional level, and coordinate information at which the emotional effect is displayed.

11. An electronic apparatus for controlling a display, the electronic apparatus comprising:

a display that displays content; and

a control unit that detects an input corresponding to the displayed content, determines an emotional level based on the detected input, and applies an emotional effect corresponding to the determined emotional level to the displayed content, wherein the display displays the applied emotional effect.

12. The electronic apparatus of claim **11**, wherein the detected input comprises at least one of recognition of a face of a user who views the displayed content, a hovering on the displayed content, and a touch on the displayed content.

13. The electronic apparatus of claim **11**, further comprising a camera configured to recognize a face of a user in response to the display of the content.

14. The electronic apparatus of claim **12**, wherein the control unit determines an emotion of the user through a facial expression of the recognized face of the user.

15. The electronic apparatus of claim **12**, wherein the control unit determines an emotion of the user through at least one of a duration of the touch and the number of times of the touch.

16. The electronic apparatus of claim **14**, wherein the control unit determines that the emotional level becomes higher as a degree of the facial expression of the recognized face of the user becomes higher.

17. The electronic apparatus of claim **15**, wherein the control unit determines that the emotional level is high if the duration of the touch is greater than or equal to a threshold or the number of times of the touch is greater than or equal to a threshold.

18. The electronic apparatus of claim **11**, wherein the display displays the emotional effect at a touched point if the detected input corresponds to a touch.

19. The electronic apparatus as claimed in claim **11**, further comprising a memory that stores the content to which the emotional effect is applied.

20. The electronic apparatus of claim **19**, wherein the control unit stores at least one of an identifier of the displayed content, the emotional level, and coordinate information at which the emotional effect is displayed.

* * * * *